



EERE Identity & Design Guidelines for Communications

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U.S. Department of Energy
Energy Efficiency & Renewable Energy

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■ Introduction

- EERE Identifier
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In 2002, EERE implemented a set of standards that covered print through digital media. The purpose was to create a **common look** for EERE materials.

With those standards in place, a visual identity emerged which unified the various materials produced. This effort also increased the efficiency of production with templates and standardized program identities.

While working in that mindset of standards, we have analyzed how they were implemented by the programs. Based on that experienced, we have designed a new system of guidelines that will allow EERE to renew its identity with flexibility while retaining a unified EERE look.

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In addition to the use of color, type and identifier use, we are establishing some guiding design principles for the new EERE brand.

To help implement the ideas into a coherent experience and to deliver on its promise, the following principles should be followed in relation to the templates and samples: balance, contrast, harmony, repetition, and unity.

Following these principles should help move the design process forward and guide decisions as to their use for other materials not shown as examples.

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The terms that encompass the ideas of EERE are both abstract and concrete, scientific and humanistic and were drawn from the initial brief objectives. These terms influence the basis for decisions on color, type and form.

EERE should be a **leading, innovative** source

Should be understood as a **technical authority**

Should speak to the **green** movement

Should convey **sustainability**

Should have **energy**

Should be **clean**

Should be **accessible**

Should feel **contemporary**

Should speak as a **credible, reliable** source

Should be viewed as **relevant**.

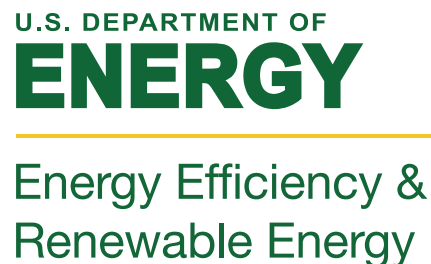
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These formats are available via the EERE Communications Standard Web site for print and digital media.

Preferred horizontal format



Alternate vertical format



Link: www.eere.energy.gov/communicationstandards/print/ids.html

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Clear Space

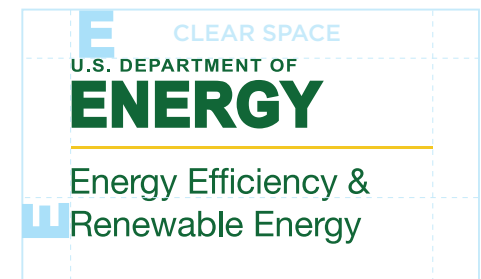
Consistent application and positioning of the EERE identifier reinforces the brand. To ensure the prominence and legibility of the EERE identifier, please maintain a clear space area, free of all other text and graphic elements. The minimum amount of clear space required is proportionally equal to the capital E in ENERGY, and extends all the way around the identifier.

Position

Consistent placement of the EERE identifier is essential. The identifier must appear on the cover of all print materials. It can also be used on the last page or on the back cover of a document. The upper left corner of the page is the preferred position of the identifier. If design considerations limit the ability to place the identifier in the upper left corner, please use the upper right corner as an alternative position.

DOE Seal

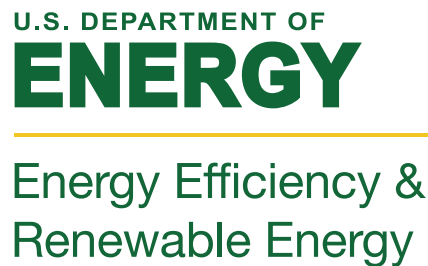
The EERE identifier does not use the DOE seal. If you need the seal for your materials, see the DOE Logo Downloads page on the DOE Web site.*



*Link to DOE Web site: www.management.energy.gov/administrative_server/graphics.htm

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The minimum reproduction size allowable is based on the width of the logo. Do not resize disproportionately. This logo can not be modified or used as individual components.



EERE Logo: one-colored or reversed logo

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When only one or two colors are available, *the preferred use is to reverse out of a grey bar or one of the primary colors*. It is not an option to reverse out of black.



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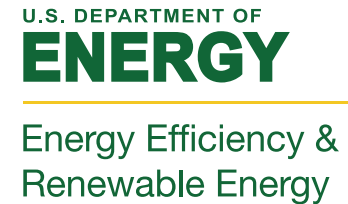
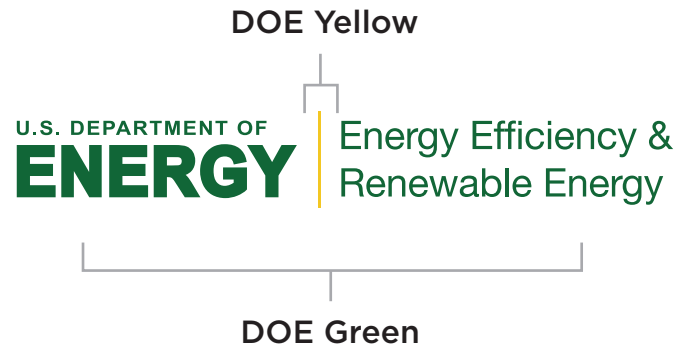




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EERE Logo: correct use of two color identifier

For two-color communications pieces, the required logo is the two-color positive version, reproduced on a white background.

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		SPOT	CMYK	RGB	Hex #
DOE Green		Pantone 7484	C = 89 M = 35 Y = 98 K = 27	R = 16 G = 20 B = 95	00583C
DOE Yellow		Pantone 110	C = 5 M = 20 Y = 95 K = 0	R = 243 B = 199 M = 39	EFBFOE

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These are the required colors for use on EERE-branded communication products. For each option there is a foundation color (gray) that is required. In addition to the foundation color, use one of the primary colors and one or more of the highlight colors. Use highlight colors as accents. Make sure that the gray and primary colors are the dominant colors. Do not use both primary colors on one exhibit.

Color palette option A

Foundation	Pantone 431 CMYK C45, M27, Y17, K51
Primary	Pantone 308 CMYK C100, M19, Y8, K46
Highlights	Pantone 2995 CMYK C87, M1, Y0, K0
	Pantone 116 CMYK C0, M12, Y100, K0
	Pantone 158 CMYK C0, M64, Y95, K0

Color palette option B

Foundation	Pantone 431 CMYK C45, M27, Y17, K51
Primary	Pantone 356 CMYK C95, M8, Y93, K27
Highlights	Pantone 368 CMYK C63, M0, Y97, K0
	Pantone 116 CMYK C0, M12, Y100, K0
	Pantone 158 CMYK C0, M64, Y95, K0

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Foundation



SPOT
Pantone
431c

CMYK
C 45
M 27
Y 17
K 51

RGB
R 94
G 106
B 113

HEX #
3C4349

Primary



Pantone
308c

C 100
M 19
Y 8
K 46

R 0
G 91
B 130

004063



Pantone
356c

C 95
M 8
Y 93
K 27

R 0
G 121
B 52

006021

Highlight



Pantone
2995c

C 87
M 1
Y 0
K 0

R 0
G 169
B 224

1F82BB



Pantone
368c

C 63
M 0
Y 97
K 0

R 105
G 190
B 40

5AA83B



Pantone
116c

C 0
M 12
Y 100
K 0

R 254
G 203
B 0

FABD17



Pantone
158c

C 0
M 64
Y 95
K 0

R 227
G 114
B 34

D85D19

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The primary typeface is Gotham. Gotham should be used for headlines, subheads, captions, call outs, and sidebar copy. Gotham is the only typeface for exhibits. Times New Roman or Gotham can be used for body text. When Gotham is not available, Arial can be substituted.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%\$+()

Gotham fonts

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Narrow Light

Gotham Narrow Light Italic

Gotham Narrow Book

Gotham Narrow Book Italic

Gotham Narrow Medium

Gotham Narrow Medium Italic

Gotham Narrow Bold

Gotham Narrow Bold Italic

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@%\$+()

Times New Roman fonts

Regular

Italic

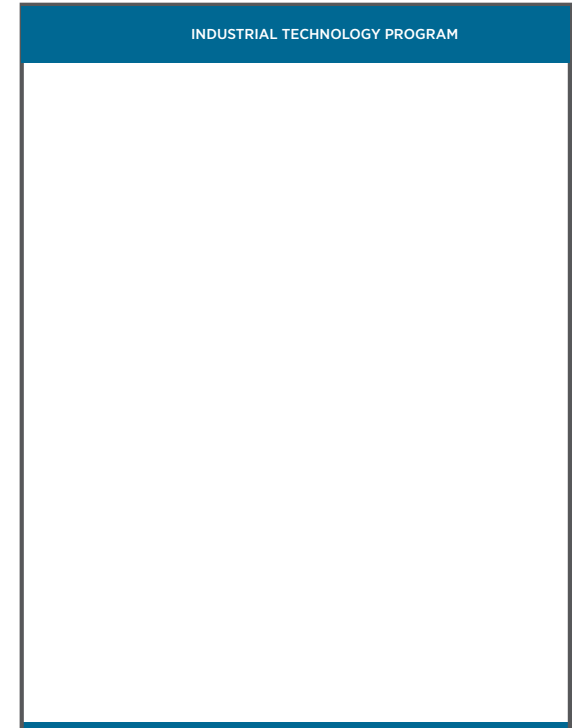
Bold

Bold Italic

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The new form and detail consists of solid colors, precise and minimal graphic treatments with heavy use of photography.

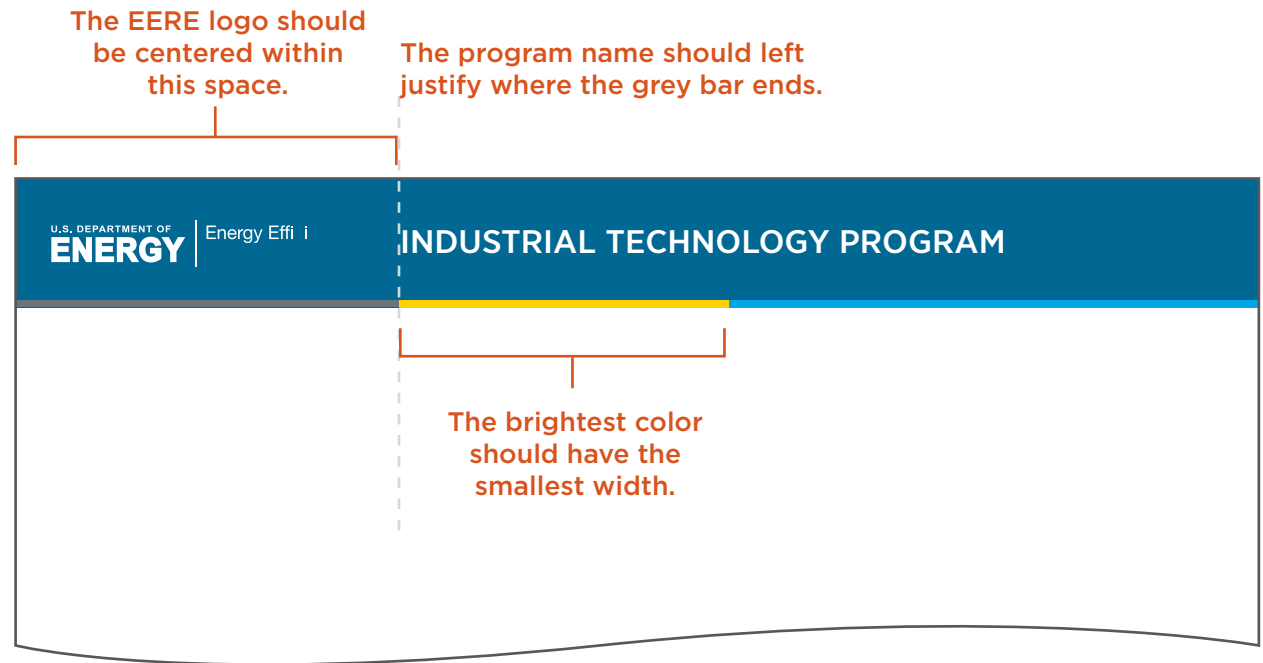
A solid bar must be at the top and contain the DOE/EERE logo and if space permits the program name (in uppercase) as well. A thinner bar, in the same color, should be at the bottom.



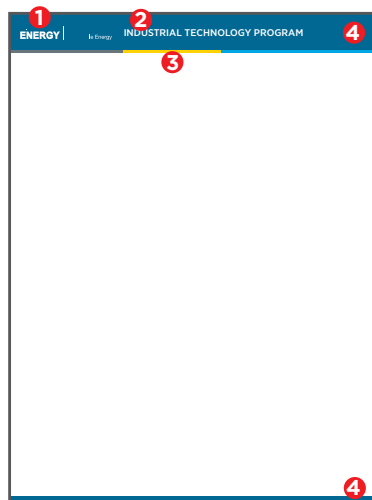
Form: thin horizontal bar

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A thin line containing grey, and two supporting highlights colors must be present, preferable underlining the upper bar. The widths of each color within the bar is variable, but the brightest color should have the smallest width.



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Front

1. DOE/EERE logo in upper left hand corner
2. Program name in upper case
3. Thin horizontal accent bars
4. Solid horizontal bars using one of the primary colors

Note: Program logos or sponsorships logos should be visually subordinate to the DOE/EERE identifier first and the program name second.

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Preferred

A diagram of a preferred boiler plate layout. It features a large white rectangular area for text. At the top left, a red circle with the number '1' points to the 'PROGRAM NAME' label. At the bottom left, a red circle with the number '2' points to the 'ENERGY' logo. At the bottom center, a red circle with the number '3' points to the EERE contact information. At the bottom right, a red circle with the number '4' points to a blue horizontal bar.

Alternate

A diagram of an alternate boiler plate layout. It features a large white rectangular area for text. At the top left, a red circle with the number '1' points to the 'PROGRAM NAME' label. At the bottom right, a red circle with the number '2' points to the 'ENERGY' logo. Below the logo, a red circle with the number '3' points to the EERE contact information. At the bottom right, a red circle with the number '4' points to a blue horizontal bar.

Back

There are two options for laying out the boiler plate info on the back. Both layouts must contain the following information.

1. Program name and long horizontal bar at the top
2. DOE/EERE identifier
3. EERE Info text: EERE Information Center
1-877-EERE-INF (1-877-337-3463)
eere.energy.gov/informationcenter
4. Horizontal bar that contains the boiler plate information or another horizontal bar at the bottom

If appropriate, use the DOE/GO numbering system with date and paper specification text e.g., *printed with a renewable-source ink on paper containing at least 50% wastepaper, including 10% post consumer waste.*

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Report Cover



Fact Sheet

Templates

There are several templates provided on the EERE communications site for print products.



Business Cards

Link: www.eere.energy.gov/communicationstandards/print/temps.html

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PowerPoint templates are provided in the two-color palette options, along with a set of recommended photos for use on title slides. It is recommended that a single image be used to represent the program on the title slide.



Link: www.eere.energy.gov/communicationstandards/print/temps.html